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THE COVER PAGE

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- LINE 1** Enter the name of the media outlet.
- LINE 2** Enter the media outlet's mailing address and a daytime telephone number.
- LINE 3** Enter the name of the person the Registry should contact about the Gubernatorial Slate Media Report (Media Report).
- LINE 4** Check one of the three boxes to identify the election to which this Media Report pertains.
- LINE 5** Enter the name and title of the person preparing the Media Report. This person must also sign and date the Media Report in Line 5.

Note that the Media Report should only include information for the election period shown on the cover page.

You may duplicate these schedules as needed.

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PRINT AND BILLBOARD ADVERTISING SCHEDULE

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- LINE 1** Enter the name of the newspaper, magazine, billboard owner/lessor or other advertiser.
- LINE 2** Enter the last name of the candidate for Governor in the first blank area. Enter the last name of the candidate for Lieutenant Governor in the second blank area.
- LINE 3** Check the appropriate blank on line 3 to indicate which type of advertising each page of the schedule represents. Use separate media advertising schedules to report advertising that **supports** the named Slate and advertising that **opposes** the named Slate.
- LINE 4** Enter the name and address of the individual or organization purchasing the ad. If the source of the funds for the purchase is different than the purchaser, list that source of funds.

EXAMPLE:

- *An agent of the Sure Victory consulting agency brings a check from the account of the Sure Victory consulting agency to purchase advertising for the Jack/Jill Slate. The line 4 name and address of the purchaser would be that of Sure Victory consulting agency. The source of funds would be the Jack/Jill Slate.*

- LINE 5** Enter a brief description of the content of the advertisement.

Check the appropriate boxes as the required materials are attached to the schedule:

- Attach a copy of the advertisement, tear sheet, or billboard photo.
- Attach a copy of the receipt for funds paid (invoice) for each advertising purchase.